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EFFECTIVENESS OF AIRTEL IN MOTIVATING ITS STAFF

BY

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ABSTRACT

The purpose of this study was to evaluate the effectiveness of Airtel in motivating its staff. This was driven by the fact that motivation of employees is the foundation of quality service delivery to the company which stretches its competitive advantage. The study was guided by the four research objectives including; to evaluate the effectiveness of communication in motivating staff at Airtel Uganda; to evaluate the effectiveness of training and development in motivating staff at Airtel Uganda; to evaluate the effectiveness of supervisor-supervisee relations in motivating staff at Airtel Uganda; and to evaluate the effectiveness of growth opportunities in motivating staff at Airtel Uganda. The study took a quantitative and cross-sectional survey. The units of analysis were the staff of Airtel Uganda. The primary source of data was collected from 80 sampled managers and staff of Airtel, Uganda using a questionnaire method. Data was analyzed descriptively using SPSS to generate the frequency percentage distribution tables.

Results from the study findings showed that use of two-way communication especially bottom-up approach in encouragement of employees to enjoy their work, easy accessibility of all the channels of communication for information makes employees enjoy working, opportunity to give, receive feedback regular training relevant to employees' jobs, learning opportunities created around real work activities, acquisition of soft skills, friendliness and approachability, recognition of employees' potential, emotional support to employees, encouragement of growth, constructive feedback all motivate employees to enjoy working in Airtel, Uganda.

It was therefore concluded that communication, training, supervisor-subordinate relations and growth opportunities do highly motivate employees to enjoy their work. The study recommends that all organizations should endeavor to prioritize motivation of staff in order to improve on their service and remain competitive on the market.